Monday, August 19, 1985

Advertising Age®

Crain's International Newspaper of Marketing © Entire contents copyright 1985 by Crain Communications Inc. All rights reserved.

Neiman's haughty couture

Dallas-based Neiman-Marcus breaks its first major tv effort outside of Texas with two spots starring a typical N-M customer. A fall fashion spot airs early September in Chicago and San Francisco. Arnell-Bickford Associates, New York, produced; placement is by Infomarketing, New York.

Tv stand-alone 15s make inroads at nets

By VERNE GAY

NEW YORK—Within a day of CBS-TV's Aug. 9 announcement that it would become the first network to sell stand-alone 15-second ad units (AA, Aug. 12), ABC-TV had advertisers on the phone telling them they, too, would probably begin selling 15s shortly.

NBC-TV is expected to follow suit soon, though one source said there was no time pressure, and the other nets may wait to see how the CBS venture turns out.

CBS, which like ABC is selling 10s only in prime time and daytime news and sports breaks, said it made the move to 15s because more advertisers have 15-second commercials ready than 10-second spots.

Advertisers and agency media executives acknowledge that the growth during the last year of "split-30s," in which two separate brands from the same advertiser split a single 30-second spot, has resulted in a large bank of 15-second commercials.

But many also saw the networks' action as a sign that 15-second spots eventually would replace 30-second commercials as the standard network unit.

That would not happen overnight. If 15s became the standard immediately, tv networks would just as quickly double their available inventory and it is doubtful advertiser demand could keep pace.

About 20% of all network inventory is available for split-30s, but less than 5% is used by advertisers, said Bob Igiel, senior vp-director of programing and network negotiations at N W Ayer.

"What's really going to happen is [the networks] will have to go to isolated 15s—that's that," he said. "The demand is not there."

Other agency executives speculated the concept would grow, with the networks gradually raising the price of a 15-second spot to the current level of prices for 30-second spots—a process similar to the earlier switch from 60s to 30s. "I can see [the sale of the 15-second unit] expanding," said Richard Kostyra, senior vp-media-director, J. Walter Thompson USA.

JWT and ABC jointly have been studying the effec-

(Continued on Page 74)

Foe will sample New Coke worldwide

Pepsi 'introduces' Coke

By VALERIE MACKIE

Pepsi-Cola International will hold press conferences in 30 cities around the world Tuesday, Aug. 20, where it will "introduce" Coca-Cola Co.'s New Coke.

Pepsi's move is seen as an effort to take the steam out of Coca-Cola's introduction of New Coke overseas. Pepsi agencies J. Walter Thompson Co. and Ogilvy & Mather are setting up the press conferences.

Coca-Cola has not rolled out its reformulated version of Coke internationally, except in Canada and Puerto Rico. The company has "no timetable" on when it will introduce the new product overseas.

Last Friday, invitations to a press conference on Tuesday were distributed in London saying "Pepsi-Cola International would like to invite you to the most unusual press conference ever held. . .to introduce you to SOMEBODY ELSE'S new product." Similar invitations were circulating in other countries.

Though Pepsi gave few advance details, several sources speculated that the press conference will involve a taste test.

Rumors started flying around the world last week that Pepsi was going to introduce Pepsi Supreme, a less-sweet version of its flagship brand with a Classic-Coke flavor.

When asked about the rumors, Pepsi sources said, "We are definitely not planning any new product introduction" and "the rumor is unfounded."

But other sources in London and Australia indicate that the press conferences and Pepsi Supreme "could be related."

One source at Ogilvy & Mather, which was implicated in the rumor as handling the new product introduction, said "We know nothing about Pepsi Supreme."

Pepsi, which is outsold by Coke in every overseas market except about four, admits it has been exploring new international approaches.

In earlier talks with Robert

(Continued on Page 8)

Okla. in wry twist

By CURT AUTRY

Oklahoma's liquor commission has released a list of seven "safe" words it feels will allow bars and restaurants to advertise drinks without violating a state ban on liquor advertising.

Acceptable: Bar, cocktail, lounge, drink, beverage, frozen drink and happy hour.

Forbidden: House special, screwdriver, any liquor brand name and any term used to describe a mixed drink.

"We would've drafted a list of words that are off limits, but we didn't have enough paper," said

(Continued on Page 72)

Last Minute News

Warner-Lambert makes $11.5M radio buy

MORRIS PLAINS, N.J.—Warner-Lambert Co., via Ted Bates Advertising/New York, is negotiating an $11.5 million upfront network radio buy, perhaps the biggest upfront deal this year, sources say. Due to flat sales of several brands this year, the company has asked the networks not to apply any rate increases. Some of the W-L brands included in the buy are the Chewels, Bubblicious and Trident gum products.

Austin, Nichols may be reopening search

NEW YORK—Austin, Nichols & Co., marketer of Wild Turkey bourbon and other spirits and wines, had no comment last week on reports that it has reopened an agency search. Calvillo, Shevack & Partners now handles the $8 million account. Austin, Nichols called off a search last spring after its French parent, Pernod Richard S.A., entered an agreement with Heublein Inc., Farmington, Conn., for Heublein to become Austin, Nichols' sales agency in the U.S. (AA, May 13, *et seq.*).

LHS&B regains airline account with N.Y. Air

NEW YORK—New York Air has moved its $8 million account to Levine, Huntley, Schmidt & Beaver from Bloom Agency. LHS&B has had no airline account since People Express followed Larry Plapler to his new agency, now called Plapler, Russo & Wilvers (AA, Oct. 18, '82). Separately,

(Continued on Page 8)

D.C. wives aim at MTV; ads next?

By STEVEN W. COLFORD

WASHINGTON—After squeezing a promise from the recording industry to label sexually explicit recordings, a group of politically connected Washington wives is taking on music videos and, perhaps, advertising.

Susan Baker, wife of Treasury Secretary James Baker and a founder of Parents Music Resource Center, said the group hopes to meet again with representatives of MTV: Music Television, the 'round-the-clock video machine cranking out minimovies PMRC thinks are sometimes unsuitable for young viewers.

An earlier meeting with three representatives from MTV failed to mark any progress towards the group's hopes for music videos—an "R" rating superimposed on a offending film to inform parents.

Ms. Baker said the group also "would like to talk to the [advertising industry] trade reps. . .about their using sex to sell products."

"Rock music is only one portion of society [where] the line of de-

(Continued on Page 72)

Rate-break charges shake Seven Sisters

By STUART J. ELLIOTT and GARY LEVIN

A renewed outbreak of rate-breaking among the Seven Sisters women's service magazines has roiled the advertising and media communities.

The latest instance of offering certain advertisers rates not on the rate card is what is being described as a two-for-one plan from *Better Homes & Gardens*: One page free with one page bought by advertisers meeting certain minimum page-purchasing levels.

The offer, an apparent reversal of a long-standing policy of parent Meredith Corp. against such wheeling and dealing, was said to have been made first to Procter & Gamble, and reportedly will be extended to other large marketers. It follows an offer *BH&G* made to P&G in 1983, under which a buy of six pages brought two free.

The new rate-breaking is said to have been precipitated by a sharp decline in *Better Homes & Gardens'* ad pages from Cincinnati-based P&G, the nation's largest advertiser, after the eight-for-six plan expired. According to one rival publisher, P&G's ad pages in *BH&G* had dropped to six from 92.

While confirming a drop in P&G pages, James Autry, general manager of Meredith's magazine group, declined to be more specific, and said any discounts offered that company would also be granted to other large-scale advertisers.

A P&G spokeswoman refused to comment on the level of its advertising in *BH&G*, but said the company plans to continue its placements in the magazine.

"We're not receptive to selling to people off the card, but at the same time that's one of the competitive considerations of the marketplace, and we will remain competitive," said J. Wesley Silk, vp-publisher of *BH&G*. He refused to outline specific discounts offered to advertisers.

At a spring planning session, Mr. Autry said, Meredith agreed to let the company's individual publishers decide, with management approval, when discounting was needed to effectively compete in the marketplace. Robert Burnett, Meredith's president, has previously said the company is philosophically opposed to such practices.

"We won't make deals over the lunch table as the

(Continued on Page 70)

He-Man meets Burger King

A new children's promotion from Burger King, Miami, features tv cartoon hero He-Man and other Masters of the Universe characters in a four-week, $20 million campaign. The promotion, supported by two 30-second animated tv spots, offers special BK meal packs and cups. J. Walter Thompson USA, New York, handles.

Highlights

Crain's New York Business has acquired *New York CityBusiness* and is merging it into *Crain's*, ending a battle between the two area business newspapers. *See Page 3.*

Japan Air Lines is suspending its advertising worldwide "for at least three months" after the crash recently of a JAL Boeing 747 that killed 520 passengers—including eight advertising executives—in history's worst single-plane air disaster. *See Page 4.*

The Bureau of Alcohol, Tobacco & Firearms may issue a ruling soon that will lower the level of alcohol permitted in any malt beverage seeking "nonalcoholic" or "alcohol-free" status. *See Page 4.*

Clorox Co. has ruled the $500 million bleach market for 67 years, but an undercurrent of change has been in evidence during the last few months with the introduction of Vivid all-fabric liquid, a liquid version of Snowy to go with its powdered bleach that's been around since 1950 and new Lysol Laundry Sanitizer. *See Page 10.*

Coca-Cola, still scrambling to explain its new Coke gaffe and the foreign manufacture of its clothing line, has come under fire by The Sugar Assn. for using corn syrup instead of real sugar in its soft drinks. *See Page 12.*

K mart Corp. has signed Wendy's International as a tenant in a one-store test in a Detroit suburb, with the possibility of a large-scale alliance between the discount and fast-food chains. *See Page 14.*

INTERNATIONAL

McDonald's Corp.'s decision to replace Leo Burnett Co. in France with a hot local agency is a clear signal to ad agencies the fast-food giant is not interested in having one shop handle all its international business, McDonald's sources say. *See Page 40.*

Finding 15,000 untarnished, newly minted pennies was only half the battle in photographing a national print campaign for Pitney Bowes electronic postal scales in Canada. The other half involved stacking the pennies into separate columns strong enough to hold the heavy scales. *See Page 40.*

Havas Conseil Marsteller, London, clinched the $16.8 million Peugeot Talbot U.K. account by buying a second agency in London and hiring away the top people who handled the account at D'Arcy MacManus Masius, its former shop. *See Page 42.*

VIDEOTECH

Showtime is touting its collection of 52 episodes of "The Honeymooners" with its biggest and most expensive campaign for a single program, hoping it will pull viewers to the pay tv service. *See Page 58.*

DIRECT MARKETING

The Coupon Counter, the most promising of a number of companies engaged in automated in-store coupon distribution, has filed for protection under Chapter 11 of the federal bankruptcy codes. *See Page 50.*

Good Neighbor supermarket bulletin boards are providing direct marketers an effective method of increasing sales through distribution of brochures offering numerous goods and services. *See Page 50.*

New York Telephone has launched a direct-mail campaign designed to educate its public telephone agents about the benefits of staying with New York Tel. *See Page 52.*

COMING THURSDAY

SPECIAL REPORT

An improved economy and fare and rate wars have consumers moving and the travel industry expecting 1985 to be a good year for growth. Special Report looks at some of the activity in the tourism, lodging and transportation businesses.

REGULAR FEATURES

ACCOUNT CHANGES	29
ADBEAT	65
ADVERTISER PEOPLE	36
ADVERTISING MARKETPLACE	61
BRADY'S BUNCH	56
CAMPAIGNS BREAKING	6
CON-SID-ERATIONS	18
CORRECTIONS & CLARIFICATIONS	6
EDITORIAL	18
FOR THE RECORD	69
FORUM	20
LETTERS	22
MEDIA PEOPLE	44
ON THE LOOSE	35
PERSONAL PRIVILEGE	24
PHOTO REVIEW	32
PRESSTIME	8
REGIONAL NEWS	54
REPORTAGE	64
RESEARCH BEAT	34
RESEARCH PEOPLE	34
VIDEOTECH UPDATE	58
WORLD NEWS ROUNDUP	3

FIGURES TO FILE

ADVERTISING PAGES IN AUGUST CONSUMER PUBLICATIONS	59

Vol. 56, No. 64—ADVERTISING AGE (ISSN 0001-8899) is published twice weekly except once a week the first week in January, the first week in July, the fourth week in November and the fourth week in December at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 740 Rush Street, Chicago, IL 60611. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48103. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, O. 44691. $1.25 a copy on Monday, 75¢ a copy on Thursday. $55 a year, $100 two years. Add $143 per year for air delivery to Europe & Middle East. Add $49 for surface mail to all other foreign countries. WILLIAM STRONG, vp-circulation; ROGER DI GREGORIO, fulfillment director; HEIDI SCHULTZ, senior circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to circulation department, Advertising Age, 740 Rush St., Chicago, Ill. 60611 (312) 649-5200.

New promo tie: Sponsor a bowl

By ROBERT RAISSMAN

You can call it the (YOUR NAME HERE) Holiday Bowl.

In a move likely to spark a trend among second-tier postseason college football bowl games, the Holiday Bowl is actively pursuing a corporate sponsor to attach its name to its San Diego-based bowl.

The move is significant because it ultimately could shift the balance of power of all bowls, with the exception of the big four—Rose, Orange, Sugar and Cotton—in the eyes of the three networks. The money the Holiday Bowl would pick up from the corporate sponsor would go directly to increasing appearance fees. This would lead to matchups of teams with more marquee value in future Holiday Bowls, and thus increase its value as a tv property.

Also, with tv sports ratings in a period of decline and an uncertain advertising sales future prevailing, a network might welcome a bowl bringing some kind of title sponsor as part of a bowl game package, according to a network source.

Sources said Holiday Bowl officials were looking for "a seven-figure" payout from any corporation interested in becoming the game's corporate sponsor.

Michael Trager, chairman of Greenwich, Conn.-based Sports Marketing & Television International, the company marketing the Holiday Bowl, declined to say how much money the Holiday Bowl is looking for from a corporation.

"The Holiday Bowl is looking to raise its payout [to teams] so it can control the next tier of teams," Mr. Trager said, referring to the pool of teams not selected for the four major New Year's Day bowl games. "There are a lot of teams who aren't picked by the four major bowls who are major powers. The way the system is set up is that money usually dictates where they go and play. The Holiday Bowl can

(Continued on Page 70)

Late West Coast news

Wash. tourism ads take a trip to Cole

Washington state department of trade and economic development, Seattle, has chosen Cole & Weber to handle its estimated $2 million account. The account formerly was at Ehrig & Associates. C&W edged out McCann-Erickson in the final stage of competition. Others in the review included: Ehrig, Evans/-Kraft, Livingston & Co. and Mogelgaard & Associates. The state aims to develop Washington tourism and persuade international business, particularly companies in the Far East, to locate in the Pacific Northwest state.

Vic Olesen & Partners, Los Angeles, has named Eric von der Lieth to the new post of general manager. Mr. von der Lieth formerly was senior vp-management supervisor at N W Ayer. Vic Olesen handles the California marketing program for General Motors' Chevrolet division. The appointment, though, reflects the agency's desire to solicit new business and to develop a second level of management.

Davis, Johnson, Mogul & Colombatto, Los Angeles, is starting a Hispanic ad agency within its offices. Julio Castellanos will head

(Continued on Page 70)

Giraldi spots have 'Cheers'-like setting

Coors plans ad 'series'

By BRIAN LOWRY

Adolph Coors Co. is increasing its fourth-quarter ad spending 33% to 50% for a new, unconventional campaign for Coors Light set in a "Cheers"-like bar.

Buoyed by the success of the "Coors is the one" commercials featuring actor Mark Harmon (AA, Feb. 11), the Golden, Colo.-based brewery is initiating what it refers to as "another groundbreaking campaign."

The first pool of ads break Sept. 15, featuring a recurring group of characters in a bar called the Silver Bullet. Coors Light's current campaign is themed "Turn it loose with the Silver Bullet" (AA, Sept. 3), a reference to the beer's silver can.

Six 30 and 60-second spots are currently in production—all directed for Foote, Cone & Belding, Chicago, by Bob Giraldi, director of numerous Lite beer ads for Miller Brewing Co., the light-beer category leader.

The first spot introduces the bar and its four central characters: The owner, bartender and two waitresses. In the first commercial, which will run exclusively for two weeks, Coors hopes to develop friendly, distinctive personalities tv watchers will come to recognize. It ends with the line "Stay tuned, y' hear?" urging viewers to look for the continuous series. Similarly, the Mark Harmon "Coors is the one" spots are tagged "To be continued."

The bar's patrons will change in each spot, though some will become "regulars," similar to the setup in NBC's "Cheers."

The commercials will have the feel of an episodic tv show, creating a sense of realism in contrast to the slick, rock-video format of most beer advertising, Mr. Giraldi believes.

A Coors official said the brewer will be advertising more frequently on network tv, which became more cost-efficient for Coors this spring after its latest wave of marketing territory expansion made its Coors and Coors Light brands available in 44 states.

Coors is the nation's fifth-largest brewer, with a 7.4% share last year, according to consultants R.S. Weinberg & Associates, St. Louis. Anheuser-Busch and Miller Brewing still dominate the market with 36% and 21% shares, respectively. Coors spent $39 million in measured-media advertising last year.

FCB creative director Nina Baker-Feinberg insists the spots' Silver Bullet setting isn't patterned after the popular tv show. "We're not cloning 'Cheers,' " she said. "This has a life and vitality that's very different. It's a warm, friendly bar where you're known; it has that in common with 'Cheers.' "

According to John Maxwell, analyst at Furman Selz Majer Dietz & Birney, and *Beverage Industry* magazine, sales of Coors Light rose nearly 20% last year to 4.5 million bbls., moving it to No. 10 over-all and a distant No. 2 in the light-beer category behind Miller's Lite (18 million bbls.). But the brewer claims the current "Turn it loose" campaign doesn't fit with its new marketing strategy.

FCB executive creative director Mike Rogers said the "Turn it loose" ads "were not addressing the real beer drinker, or the primary occasion for drinking beer, which is 'social lubrication.' " Coors wants to approach the average beer drinker on his level, as seen in the folksiness of the Harmon ads for the company's other brand.

Mr. Giraldi sees the ads as a backlash against the prevailing mode in beer advertising, which is "slick, silly songs and dances." The rare occasions where the advertiser attempts to create a feeling about the people in the ads, he noted, are reserved for celebrity spokespersons.

According to Ms. Baker-Feinberg, the Silver Bullet bar campaign will explore a gamut of emotions—some of them bittersweet, a marked departure from "old-style, macho-man beer advertising."

In one 30-second commercial, for example, one waitress describes her dream man to the other, only to have a dead ringer for the description walk in and sit down beside her during the narrative.

Great pains have been taken to make the bar "Anywhere, U.S.A.," purposely devoid of references to the bar's location. None of the actors have accents and the music is a middle-of-the-road rock/-country & western mix. Each commercial begins with an exterior shot of the bar taken from a miniature, the lyrics asking "Who's gonna be at the Silver Bullet tonight?"

The spots will include a broad ethnic mix, including a commercial featuring Hispanics sitting around the bar asking each other trivia questions. One of those characters will become a regular.

The soft-sell commercials won't make direct references to Coors Light, except to show customers ordering the product and waitresses, clad in silver-metallic "Meet me at the Silver Bullet" t-shirts, hauling trays of it past the camera.

Ms. Baker-Feinberg said the brewer is negotiating with a few celebrities as possible guest patrons, though nothing has been finalized.#

For Camp followers

Camp Beverly Hills, the retailer, becomes Camp Beverly Hills, the fragrance, with a California attitude but bicoastal style (AA, Aug. 5). The ad, created by Harold Griffin & Associates, is set off by California color and clothes playing off an oversize version of the scent and packaging.

Blank tapes from 3M get prerecorded ads

By LAURIE FREEMAN

The new high-grade videocassette 3M Co. will introduce this fall is both a new product and a new advertising medium.

The Scotch EXG "Freeviews" Review videocassette is a sort of joint venture between 3M and several major home-video distribution companies since the videocassette 3M will sell already will include up to an hour of prerecorded "trailers" for films and other video titles, including "how-to" and exercise tapes (AA, Aug. 12).

The cassettes then can be erased, producing what the St. Paul, Minn.-based company calls a "virgin" or blank tape. The tapes will retail for $9.99, about the same as for other top-grade blank tapes.

Companies already signed to supply trailer material include CBS-Fox Home Video, Karl-Lorimar, MGM/UA Home Entertainment, Paramount Home Video, Prism and Vestron Video. 3M is not charging the distribution companies for including trailer ads for their video products.

3M will unveil the "Freeviews" videocassette during the annual Video Software Dealers Assn. meeting in Washington at the end of this month (AA, Aug. 12). The first edition of the tape will be available at retail in October.

Grey Advertising, Minneapolis, will handle an estimated $3 million trade print campaign introducing the tape to videostore owners, dealers and distributors. No consumer advertising is planned.

This will be the first time blank videocassettes will feature prerecorded material. Although a Grey spokeswoman admits some vcr users may balk at purchasing this kind of cassette, "we're confident consumers can be educated to realize these tapes erase as well as regular, high-grade blank tapes."#

CAMPAIGNS BREAKING

Ralston Purina Co., St. Louis, today begins couponing for Almond Delight cereal. Tv breaks Oct. 7 and print in October issues of women's service magazines. Tatham-Laird & Kudner, Chicago, handles the $20 million account (AA, July 8, 15).#

CORRECTIONS & CLARIFICATIONS

- Information supplied by the Bloom Agency reported incorrectly that Anderson Clayton Foods would be moving its headquarters to New York from Dallas (AA, June 24, P. 8). In fact, only the foods marketing staff moved to New York to join Anderson, Clayton & Co.'s Gaines Foods subsidiary, which as of July 1 assumed responsibility for marketing Seven Seas salad dressings and Chiffon margarine. Bloom has shifted its account team for the products to Bloom's New York office.
- In the Hearst Corp. profile in the 100 leading media companies issue (AA, June 27, P. 36), the sports publication dropped by the *Baltimore News American* should have read *Sports First. Sports Afield* also inadvertently was omitted from the list of magazines published by Hearst.
- The agency for the professional advertising for Colgate-Palmolive Co.'s Dentagard line is Wilk & Brichta. Young & Rubicam, New York, handles consumer advertising (AA, July 1, P. 8).
- The article naming Miller Brewing Co. and J. Walter Thompson USA as winners of Advertising Age's Commercial Music Award (AA, July 18, P. 5) failed to credit Pat McManus and Bob DiPiero, who wrote the song "American Made," from which the Miller campaign's music was adapted.
- The *Denver Post*, which is carrying Gannett Co.'s *USA Weekend*, is continuing to publish its locally edited *Empire* Sunday magazine, and the newspaper says Metropolitan Sunday Newspepers continues as rep for the magazine. A story had said that MSN lost the *Post* as a client (AA, July 29, P. 1).#

WHY BE A LITTLE FISH IN A BIG POND?

BECAUSE YOU'RE JUMPING IN WITH BOTH FINS, OUR ADVERTISING IS MAKING A BIG SPLASH.

Our "Big Fish" campaign, and your overwhelming response to it, prove that our industry works for all of us. More advertisers than ever are streaming into our pond. And they're turning into some pretty big fish.

Thanks for jumping into our pond. We'd like to shake your fin.

BE A BIG FISH.

BEAM COMMUNICATIONS

WCFT-TV, CBS, Tuscaloosa, AL
WDAM-TV, NBC, Laurel-Hattiesburg, MS
KYEL-TV, NBC, Yuma, AZ - El Centro, CA

Represented by Katz Continental
©1985 Beam Communications Corp

SCRATCH PADS
Volume manufactured custom pads for great reminder advertising
pci Paper Conversions Inc
6761 Thompson Rd. N. Dept. P
Syracuse, NY 13211 (315) 437-1641

NOTE CUBES
Edge-printed cubes sell products & services via a unique 4 color process
icc International Cube Corp
6759 Thompson Rd. N. Dept. C
Syracuse, NY 13211 (315) 437-9812

Consumer Magazine Ad Linage

Advertising pages for U.S., Canadian and foreign consumer publications

August

	Current month 1985	Current month 1984	Year-to-date 1985	Year-to-date 1984
— Art & antiques —				
American Artist	63.7	52.2	566.5	548.4
Antiques	102.5	119.5	1,108.6	1,116.6
Art in America	80.0	74.0	825.0	857.1
Southwest Art	71.5	88.2	615.7	663.7
Total Group	317.7	333.9	3,115.8	3,185.7
% change		- 4.9%		- 2.2%
— Auto/cycle/rec. vehicles —				
Autoweek (52X)	130.1	135.7	1,006.7	926.7
Car & Driver	74.2	74.1	642.2	747.8
Car Collector & Car Classics	16.1	17.9	148.9	154.5
Car Craft	79.5	70.2	607.1	574.7
Circle Track	47.9	51.5	428.1	376.2
Cycle	43.9	34.9	444.7	386.3
Cycle Guide (11X)	26.7	27.2	350.0	348.9
Cycle World	—	—	—	—
Dirt Rider	23.0	21.1	266.0	216.2
Dune Buggies & Hot VWs	101.7	85.1	739.8	652.3
Family Motor Coaching	131.5	138.4	1,199.2	1,180.5
4 Wheel & Off-Road	77.8	74.4	600.1	578.6
Four Wheeler	89.2	91.0	691.3	604.6
Hot Rod	55.8	56.4	499.3	480.0
Motorcyclist	36.1	27.9	332.2	308.8
Motor Trend	72.3	56.0	629.4	497.7
Motorhome Life	99.9	91.8	798.8	728.2
Road & Track	96.9	101.2	889.7	814.7
3 Wheeling	60.2	31.2	457.9	241.4
Trailer Life	109.7	114.7	1,018.4	1,022.7
Total Group	1,372.5	1,300.7	11,949.8	10,840.8
% change		+ 5.5%		+ 11.3%
— Boating & yachting —				
Boating	—	—	—	—
Chesapeake Bay	30.5	25.3	261.3	220.8
Cruising World	98.6	106.9	1,005.5	1,091.0
Lakeland Boating (10X)	66.5	66.8	529.5	477.8
Motor Boating & Sailing	127.9	125.2	1,342.1	1,305.3
Sail	108.3	140.1	1,050.6	1,112.0
Sea	37.6	52.8	402.6	476.1
Small Boat Journal	40.6	34.8	194.0	174.6
Trailer Boats	26.0	22.1	286.5	293.4
Western Boatman	—	—	189.9	102.2
Yachting	130.7	145.2	1,322.9	1,367.3
Total Group	667.0	719.2	6,584.9	6,620.5
% change		- 7.3%		- 0.5%
— Canadian —				
L'Actualite	41.8	39.8	463.8	477.2
Chatelaine:				
English Edition A.	54.1	61.8	672.7	729.6
French Edition	41.9	56.7	542.9	611.2
City Woman (5X)	—	—	—	—
Country Home (8X)	—	—	200.5	175.0
Equinox (6X)	—	—	—	—
Financial Post A.	9.2	15.0	243.1	317.9
Flare A.	53.7	44.3	477.0	389.1
Maclean's (52X) A.	75.5	70.6	873.1	888.3
Montreal Calendar	19.0	23.0	200.0	280.0
Montreal Cie Mode Ci	20.0	26.5	260.3	302.0
Reader's Digest:				
Canadian-English A.	30.5	38.0	473.4	551.9
Canadian-French A.	19.6	35.4	392.1	483.9
Toronto Life	66.1	54.3	610.7	643.4
Vancouver	61.7	62.5	539.0	505.6
Total Group	501.5	529.9	5,948.6	6,353.1
% change		- 5.4%		- 6.4%
— Civic/fraternal —				
American Legion	27.8	19.2	206.7	193.5
Elks (10X)	14.7	17.4	134.2	157.6
Kiwanis	18.1	15.5	116.5	88.5
Lion (10X)	7.0	5.3	37.7	44.5
Rotarian	7.6	8.2	87.2	90.3
V.F.W. (11X)	30.6	23.5	222.1	182.8
Total Group	105.8	89.1	804.4	757.2
% change		+ 18.7%		+ 6.2%
— Comics —				
DC Comics	7.0	5.5	46.5	60.0
Marvel Comics Group	8.0	9.0	54.5	65.5
Total Group	15.0	14.5	101.0	125.5
% change		+ 3.4%		- 19.5%
— General —				
American Health (10X)	—	—	306.9	243.8
American West (6X)	—	—	129.7	81.7
The Atlantic A.	28.6	31.9	358.7	349.3
Audubon Magazine (6X)	—	—	136.5	104.4
Bon Appetit A.	73.1	69.8	647.7	622.6
Changing Times	30.6	30.7	301.1	335.2
Connaisseur	23.3	25.3	425.5	376.4
Consumers Digest (8X)	19.6	20.0	119.3	73.0
Ebony	96.7	101.7	737.9	709.3
Fifty Plus	27.0	21.2	249.8	268.2
Food & Wine	27.5	30.9	364.6	275.9
Games	13.7	16.6	130.2	164.8
Gourmet	53.0	53.0	662.0	580.0
Home Entertainment (8X)	25.3	26.5	154.6	123.6
Harper's Magazine A.	20.9	20.3	199.8	186.9
Life	47.1	44.4	484.4	470.2
Modern Maturity (6X)	42.8	32.9	184.9	155.3
Money	96.7	82.7	926.9	939.0
Moneyworth (4X)	—	—	37.2	40.0
Mother Earth News (6X)	39.4	47.9	179.2	208.9
Mother Jones (10X)	19.2	19.0	114.4	115.5
National Geographic	—	—	—	—
Natural History	22.8	22.9	317.2	320.3
Prevention	58.8	65.6	471.3	553.7
Psychology Today	—	—	—	—
Reader's Digest A.	80.6	63.2	603.5	599.9
Saturday Evening Post (9X)	41.3	40.9	176.3	204.7
Signature	33.7	34.6	412.3	426.5
Smithsonian	57.2	57.8	677.5	633.1
Success B.	—	—	211.1	236.6
Sylvia Porter's Personal Finance (6X)	46.7	38.7	203.3	153.5
Town & Country	94.7	99.7	920.9	1,007.3
Travel	24.0	24.9	354.7	357.3
Travel & Leisure	44.6	50.9	815.5	823.6
Vanity Fair	24.7	18.2	240.1	166.8
Writer's Digest	27.2	20.1	192.6	191.9
Yankee	59.0	66.0	522.1	601.8
Total Group	1,299.8	1,278.3	12,969.7	12,701.0
% change		+ 1.7%		+ 2.1%
— Home —				
Americana (6X)	27.0	25.1	137.8	145.2
Architectural Digest A.	69.2	85.3	945.0	970.0
Better Homes & Gardens	75.4	84.9	851.8	883.0
Colonial Homes (6X)	—	—	235.3	257.1
Country Home (6X)	23.0	14.7	119.6	68.0
Country Journal	17.1	24.2	233.7	250.0
Country Living	62.7	55.7	519.9	497.3
Dallas/Ft. Worth Home & Garden	105.3	68.7	607.2	565.1
Family Handyman (10X) A.	—	—	406.2	479.8
Flower & Garden (6X)	33.2	25.2	158.8	155.1
Home	29.5	46.3	374.9	426.6
The Homeowner (10X)	27.3	30.8	170.5	159.1
Horticulture	21.3	15.0	293.2	229.3
House Beautiful	62.3	73.1	630.7	699.0
House & Garden	58.2	49.7	712.2	625.2
Houston Home/Garden	112.5	80.0	756.3	770.4
Metropolitan Home	45.4	45.9	477.0	513.8
New Shelter (9X)	—	—	326.9	283.8
1,001 Home Ideas	49.4	38.8	362.2	298.6
Organic Gardening	38.4	50.9	451.1	532.9
Phoenix Home/Garden	—	—	—	—
San Diego Home/Garden	102.7	76.4	625.3	554.7
South Florida Home/Garden	49.9	—	317.1	—
Southern Accents (6X)	—	—	330.0	284.1
Southern Living	103.8	91.1	993.0	1,043.6
Sunset Magazine A.	103.1	97.9	1,117.1	1,091.7
Texas Homes	55.9	70.0	636.5	644.2
Workbench (6X)	—	—	209.9	235.2
Total Group	1,251.3	1,134.7	12,706.0	12,433.5
% change		+ 10.3%		+ 2.2%
— In-flight & other passenger —				
Aboard Group (7) (6X)	—	—	74.0	55.5
Alaska Airlines	58.4	67.8	388.1	405.3
American Way (26X)	80.9	74.9	882.8	785.4
East/West Network:				
Eastern Review	84.3	95.5	721.3	913.4
Northwest Orient	44.0	33.7	319.5	249.6
Ozark	37.0	36.8	317.0	371.0
PSA Magazine	85.5	120.7	539.0	813.7
Pan Am Clipper	60.7	58.7	467.5	486.3
Republic Scene	39.3	48.5	354.0	478.4
Southwest	92.7	96.3	646.2	733.9
Spirit	—	—	—	—
United	86.7	125.3	694.7	906.8
Western's World	51.7	90.3	386.3	546.0
Halsey Publications:				
Air Cal	49.8	44.1	372.8	375.7
Delta Sky	66.2	59.8	559.9	593.4
Skylife	22.3	15.3	166.6	153.0
TWA Ambassador	56.2	55.7	422.5	467.0
USAir	46.5	42.8	423.7	479.5
Hawaii (6X)	23.4	22.0	193.8	173.9
Pace	73.2	59.8	541.4	466.2
Spirit of Aloha (6X)	22.5	22.8	191.0	177.5
Total Group	976.4	1,052.5	7,912.9	8,680.2
% change		- 7.2%		- 8.8%
— Men's —				
Esquire A.	62.3	60.3	754.0	705.0
Freehouse Magazine (13X)	—	—	—	—
Gentlemen's Quarterly A.	101.1	151.8	999.7	1,037.7
M Magazine	42.3	57.8	375.4	431.0
Penthouse A.	33.2	41.8	307.5	382.2
Playboy A.	59.0	60.9	562.8	559.1
Total Group	297.9	356.6	2,931.5	3,066.2
% change		- 16.5%		- 4.4%
— Metropolitan —				
Aloha (6X)	—	—	133.2	116.2
Atlanta	—	—	—	—
Baltimore	90.1	61.4	627.6	464.9
Boston	169.3	154.9	1,178.7	1,078.3
California	72.0	60.2	535.6	483.2
California Living	26.9	40.7	336.5	365.1
Charlotte (10X)	—	—	—	—
Chicago	108.1	116.4	1,012.4	1,003.2
Chicago's North Shore	78.8	77.8	591.1	645.8
Cincinnati	44.9	47.0	419.2	389.0
Cleveland	82.8	79.3	625.7	586.2
Coast (38X)	306.8	394.8	2,165.5	2,455.2
Columbus Monthly	68.6	83.0	526.4	529.0
Commonwealth	—	—	—	—
Connecticut	109.6	96.0	704.2	641.8
Country Magazine	—	—	—	—
D/Magazine, Dallas/Ft. Worth	106.0	118.3	998.7	946.5
Denver	37.8	24.0	244.6	204.6
Grand Rapids	45.7	39.3	392.8	408.6
Gulfshore Life (10X)	63.4	31.1	443.4	507.4
Honolulu	88.3	84.2	493.1	487.9
Houston City	53.3	76.6	549.6	639.3
Indianapolis	46.0	39.5	327.9	314.4
Kansas city	32.5	36.2	249.8	257.7
Los Angeles	223.0	323.0	1,379.6	1,641.0
Louisiana Life (6X)	—	—	220.0	288.7
Madison	57.6	51.0	483.6	364.0
Metropolitan Detroit	56.3	54.1	551.5	386.1
Miami Mensual	40.9	36.0	320.5	309.7
Miami/South Florida	73.8	60.1	711.1	669.8
Milwaukee	61.7	47.1	501.4	317.2
Minneapolis/St. Paul	81.6	83.7	736.4	711.5
Monthly Detroit	47.5	58.6	437.5	503.4
Nashville	41.0	39.0	309.0	304.0
New England Monthly	21.0	9.8	225.4	56.8
New Jersey Monthly	69.0	59.9	466.5	425.2
New Mexico	40.2	41.6	295.9	297.3
Ohio	50.8	45.4	494.0	442.1
Oregon	35.6	27.2	249.8	202.3
Orlando	102.8	92.7	816.5	691.2
Palm Beach Life	38.4	41.5	575.7	580.1
Palm Springs Life	33.4	39.9	824.6	832.6
Philadelphia	113.9	118.7	1,021.3	966.3
Phoenix	148.3	130.1	808.7	702.9
Pittsburgh	66.0	59.6	483.6	479.8
St. Louis	44.5	52.5	427.5	459.5
San Diego	162.2	162.7	1,240.3	1,167.9
San Francisco	50.2	67.9	455.8	557.2
San Francisco Focus	117.8	53.2	691.5	439.7
Texas Monthly	—	—	—	—
Twin Cities	46.9	61.7	445.7	511.3
Ultra	56.7	74.6	532.9	610.4
Washington Dossier (11X)	36.1	43.1	381.7	330.7
The Washingtonian	136.0	142.0	1,157.0	1,115.0
The Virginian (6X)	—	—	229.0	172.5
Total Group	3,684.1	3,737.4	30,030.0	29,060.5
% change		- 1.4%		+ 3.3%
— Movie/romance/radio/tv —				
Macfadden's Women's Group:				
Modern Romances	19.4	21.7	150.7	193.6
Secrets	19.4	21.7	150.7	193.6
True Confessions	19.4	21.7	150.7	193.6
True Experience	19.4	21.7	150.7	193.6
True Love	19.4	21.7	150.7	193.6
True Romance	19.4	21.7	150.7	193.6
Sterling Women's Group:				
Daytime TV	27.5	28.5	229.0	223.0
Modern Screen	16.5	19.5	58.3	81.0
Movie Mirror (6X)	1.0	20.5	71.5	82.0
Soap Opera Stars	17.6	16.5	77.1	89.5
TV Movie Screen (6X)	8.0	5.0	27.3	15.0
TV Picture Life (6X)	9.0	5.0	24.0	87.0
Total Group	196.0	225.2	1,391.4	1,739.1
% change		- 13.0%		- 20.0%
— Music/entertainment —				
American Film (10X)	—	—	—	—
Audio	63.3	63.8	625.0	476.0
Circus Magazine	55.0	39.5	398.0	282.0
Dance Magazine	38.6	45.2	434.1	490.7
Musician	58.4	57.0	464.0	490.1
Playbill	42.6	45.2	378.1	403.8
Record	18.6	23.4	172.4	180.3
Stereo Review	39.4	39.1	303.4	346.4
Video Magazine	73.9	93.3	549.4	490.9
Video Review	50.1	41.2	463.7	421.1
Total Group	439.9	447.7	3,788.1	3,581.3
% change		- 1.7%		+ 5.8%
— National Sunday magazines —				
Family Weekly (52X) A.	44.3	59.6	386.2	395.4
Parade (52X)	47.8	49.0	399.7	417.5
Total Group	92.1	108.6	785.9	812.9
% change		- 15.2%		- 3.3%
— Outdoor & sport —				
Alaska	41.1	34.5	386.3	327.4
The American Handgunner (6X)	—	—	139.0	140.0
American Hunter	25.4	27.1	141.1	141.6
American Rifleman	35.6	38.6	193.9	215.4
Backpacker (6X)	—	—	140.7	172.8
Bass Master (9X) A.	—	—	393.5	349.8
Bicycling (9X)	70.7	95.6	683.0	762.9
Field & Stream	52.3	61.9	726.2	687.4
Fins & Feathers A.	—	—	—	—
Fishing World	15.6	23.8	176.2	190.9
Florida Sportsman	76.4	68.0	836.8	717.2
Flying	42.4	57.0	367.6	362.9
Fur-Fish-Game	—	—	—	—
Golf Digest	81.3	62.8	762.9	769.5
Golf Magazine	35.3	36.4	565.3	639.8
Guns	—	—	—	—

(X) Represents the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B. Figures represent a double issue for the months of July and August. * All affiliated with Sunday Mag/Net. except Los Angeles Times Home Magazine and New York Times Magazine.

(Continued on Page 60)

(Continued from Page 59)

August

	Current month 1985	Current month 1984	Year-to-date 1985	Year-to-date 1984
Guns & Ammo	45.7	41.1	331.7	356.6
In-Fisherman (6X)	39.0	48.0	430.0	440.0
Muscle & Fitness	102.0	—	856.3	867.6
Outdoor Life	53.2	59.2	564.2	629.0
Outside Magazine	30.3	35.5	338.3	299.3
Petersen's Hunting	52.7	46.6	297.9	300.7
Salt Water Sportsman	56.0	45.4	601.3	590.8
Shooting Times	34.2	43.7	261.5	290.2
Skiing (7X)	—	—	203.3	215.3
Skin Diver	75.9	66.1	659.1	634.0
Southern Outdoors (8X)	—	—	209.4	233.1
Sport	40.5	46.3	338.7	361.0
Sports Afield	76.2	73.8	669.9	689.0
Tennis	59.6	60.0	662.6	656.1
The Runner	23.7	55.7	278.6	399.6
Western Outdoors (10X)	38.7	49.4	326.9	319.5
World Tennis	67.3	59.2	383.8	401.9
Total Group	1,271.1	1,235.7	12,595.0	13,161.3
% change		+ 2.9%		– 4.3%
— Photography —				
American Photographer	36.0	30.0	325.1	315.4
Petersen's Photographic	27.7	21.9	218.6	250.2
Popular Photography	—	—	—	—
Total Group	63.7	51.9	543.7	565.6
% change		+ 22.7%		– 3.9%
— Religious —				
BBI Jewish Monthly (10X)	—	—	134.5	149.6
Christian Herald (11X)	28.5	30.0	211.9	219.9
Christian Life	19.9	21.8	201.3	209.8
Christianity Today (18X)	31.0	28.3	436.5	432.2
Inside (4X)	—	—	—	—
Moody Monthly (11X)	35.5	37.2	349.0	349.0
Today's Christian Woman	—	—	—	—
Total Group	114.9	117.3	1,333.2	1,360.5
% change		– 2.0%		– 2.0%
— Science/electronic/mechanic —				
Compute	26.8	47.9	381.4	625.8
Creative Computing	—	—	—	—
Discover	26.5	29.7	247.9	288.1
Family Computing	30.4	38.2	299.7	429.7
Home Mechanix	48.0	59.2	522.4	552.8
Info World (52X)	95.0	146.0	1,112.0	1,540.0
Omni	53.7	55.8	453.4	480.0
Personal Computing	139.3	131.6	1,163.7	1,207.9
Popular Mechanics	—	—	—	—
Popular Science	47.7	53.7	497.4	641.6
Science Digest	16.3	20.8	192.1	226.5
Scientific American	28.8	44.6	347.0	482.8
Spectrum	80.6	91.7	808.1	778.5
Total Group	498.1	573.2	4,913.1	5,230.9
% change		– 13.1%		– 6.1%
— Women/fashion/service —				
Bride's Magazine (6X) A.	382.5	440.9	1,383.8	1,447.6
Essence	57.2	81.1	614.0	651.1
Family Circle (24X) A.	97.4	113.7	1,133.0	1,111.4
Family Magazine	41.8	33.2	311.3	276.2
Glamour	194.6	201.3	1,325.8	1,346.0
Good Housekeeping A.	130.9	141.9	1,254.2	1,214.9
Health	48.7	38.0	316.2	278.2
Ladies' Home Journal	105.7	84.2	838.5	785.9
Ladycom (10X)	32.7	42.3	224.0	262.9
Mademoiselle	153.7	168.9	942.0	1,066.3
McCall's	70.8	93.7	692.3	707.3
Modern Bride (6X)	—	—	1,346.0	1,238.7
Ms.	20.9	44.2	366.9	395.5
New Woman	52.4	42.4	404.4	376.6
Parents Magazine A.	67.8	84.2	661.4	580.4
Playgirl	34.7	39.0	272.1	308.5
Redbook	83.2	80.7	690.7	706.8
Self	91.8	95.6	725.3	744.8
Seventeen	265.6	288.1	1,023.4	1,065.1
Shape	50.0	57.8	486.1	451.3
Soap Opera Digest (26X)	20.0	22.8	228.5	226.9
'Teen Magazine	76.6	88.7	402.4	431.4
True Story A.	46.2	61.5	374.2	455.2
Vogue	235.6	258.1	1,788.6	1,828.1
W Magazine	138.6	152.1	802.0	843.1
Weight Watchers	26.5	26.6	219.5	232.1
Woman's Day (16X) A.	68.4	75.0	840.1	869.1
The Workbasket (10X)	33.6	33.3	261.0	254.5
Working Mother	69.6	67.4	373.4	547.9
Working Woman	70.5	90.0	748.4	751.0
Total Group	2,768.0	2,905.7	21,049.5	21,424.8
% change		– 4.7%		– 1.8%
— Youth —				
Boys' Life	41.7	40.1	132.9	113.8
Campus Life (10X)	33.0	28.6	282.9	252.7
Total Group	44.7	38.7	415.8	366.5
% change		+ 15.5%		+ 13.5%

July

	Current month 1985	Current month 1984	Year-to-date 1985	Year-to-date 1984
— Business —				
Arizona Bus. Gazette (52X)	18.8	23.9	188.9	180.2
Atlanta Bus. Chronicle (52X)	53.7	44.5	352.6	329.6
Austin Business Journal (52X)	64.8	68.0	390.8	342.1
Barron's (52X)	163.6	157.7	1,311.4	1,337.2
Boston Business Journal (52X)	146.8	91.3	946.0	639.8
Business Atlanta	64.2	53.0	464.8	381.9
Business First	64.8	—	463.1	—
Business Journal/-California	98.3	149.3	736.8	520.5
Business North Carolina	39.3	21.3	—	—
Business Week (52X) A.	306.1	389.4	2,467.4	2,723.9
California Business	79.1	89.1	541.5	624.2
Capital District Business Review (25X)	19.7	56.2	274.0	330.3
Corporate Report/Kansas City	35.8	42.0	336.2	426.2
Corporate Report/Minnesota	73.3	83.0	654.7	596.3
Crain's Chicago Bus. (52X)	157.0	107.0	1,047.0	902.0
Crain's Cleveland Business (52X)	75.1	69.9	526.9	445.1
Dallas/Ft. Worth Bus. (52X)	74.0	—	—	—
Dun's Business Month	29.5	46.3	328.0	453.0
Financial World (24X)	32.2	33.5	274.8	218.5
Florida Trend (13X)	102.9	87.6	655.8	619.2
Forbes (26X)	237.6	292.0	1,946.0	2,012.6
Fortune (26X) A.	195.8	244.7	1,805.5	1,869.2
Frequent Flyer	45.0	43.2	417.4	377.4
Futures (13X)	49.0	51.0	371.0	391.0
Hawaii Business	44.2	73.4	318.6	357.1
High Technology	23.6	24.2	222.6	225.4
Houston Bus. Journal (52X)	115.6	174.4	889.6	1,046.4
Inc. Magazine A.	67.8	87.0	662.5	826.3
Income Opportunities	53.6	49.2	349.3	325.4
Industry Week (25X) A.	59.1	76.3	598.3	743.3
Indianapolis Bus. Journal (52X)	137.1	133.5	829.3	775.7
Kansas City Business Journal	175.5	163.4	981.0	883.5
Milwaukee Business Journal	111.5	118.0	655.2	547.9
Minnesota Business Journal	40.9	49.6	341.4	361.1
Nation's Business A.	27.1	30.9	241.6	228.3
New England Business (20X)	51.1	41.3	615.7	484.6
New York City Business	15.7	17.1	149.6	132.4
Pacific Business News (52X)	126.0	95.7	766.5	718.8
Philadelphia Bus. Journal (52X)	106.4	93.4	668.4	596.3
Pittsburgh Business Times/-Journal (52X)	96.4	52.8	525.4	378.6
San Jose Business Journal	98.3	149.3	736.8	520.5
Savvy	20.0	29.0	261.1	286.7
St. Louis Business Journal (52X)	131.3	142.5	976.7	953.3
South Florida Business Journal	98.2	72.5	591.7	440.0
Texas Business	—	—	—	—
Venture	77.9	58.9	496.3	542.8
Total Group	3,805.4	3,827.0	27,611.4	26,512.1
% change		– 0.6%		+ 4.1%
— Newspaper Sunday magazines* —				
Arizona Republic	—	—	—	—
Boston Globe	112.6	112.8	1,281.7	1,234.4
California Living	26.9	40.7	336.5	365.1
Chicago Tribune	92.9	55.1	716.7	479.1
Cleveland Plain Dealer	25.4	39.6	294.6	397.2
Columbus Dispatch	26.1	29.8	305.0	307.8
Denver Post	—	—	—	—
Detroit News	112.0	124.0	836.0	944.0
L.A. Times Home Magazine	96.0	220.0	952.0	128.8
Louisville Courier-Journal	45.6	55.9	456.4	474.6
Miami Herald	24.9	54.4	272.6	362.3
New York News	—	—	—	—
New York Times Magazine	—	—	—	—
Philadelphia Enquirer	43.8	40.9	363.9	342.1
Seattle Times	27.0	11.0	284.0	112.0
Toledo Blade Magazine	—	—	—	—
Washington Post	61.3	76.0	759.6	741.8
Total Group	694.5	863.2	6,859.0	6,569.8
% change		– 19.5%		+ 4.4%
— Weeklies/bi-weeklies —				
The Advocate (26X)	97.3	129.8	667.5	790.9
Army Times Military Group:				
Air Force Times (52X)	169.3	155.4	1,084.9	1,043.9
Army Times (52X)	164.9	160.1	1,059.2	994.5
Navy Times (52X)	176.2	177.0	1,154.2	1,122.6
The Times Magazine	3.6	6.0	85.3	109.4
The Blood-Horse (52X)	425.6	462.1	3,020.3	3,245.6
Capper's Weekly (26X)	22.0	20.6	168.1	182.8
Commonweal (22X)	1.9	1.9	44.0	48.4
Golf World (43X)	67.3	72.8	584.3	589.2
Grit (52X) A.	17.0	20.6	133.3	163.9
National Journal (50X)	36.3	18.0	350.0	159.0
National Review (25X)	26.7	17.1	160.1	182.7
New Republic (48X)	31.6	12.2	203.7	215.8
New York Magazine (50X)	214.9	194.5	1,573.7	1,459.2
New Yorker (52X)	123.8	171.5	1,558.4	1,871.6
Newsweek (52X) A.	164.9	211.9	1,448.6	1,591.4
People (52X)	233.3	273.7	2,000.8	2,087.3
Rolling Stone (25X)	95.2	82.9	591.7	606.1
Runner's World	37.9	75.3	295.2	428.5
Sporting News (52X)	49.1	61.2	267.5	343.3
Sports Illustrated (52X) A.	189.5	444.0	1,521.8	1,731.1
Time (52X) A.	167.5	222.2	1,457.3	1,529.4
Travelhost (52X)	2,795.5	2,585.2	19,425.2	18,403.4
TV Guide (52X) A.	191.5	220.3	2,026.9	2,038.9
Us Magazine (26X)	—	—	—	—
U.S. News & World Report (52X) A.	116.0	145.8	942.4	954.5
Total Group	5,580.9	5,896.8	41,529.2	41,464.9
% change		– 5.4%		+ 0.2%
— Foreign —				
Business Week Int'l (52X)	120.9	174.7	840.1	906.3
Cosmopolitan en Espanol:				
Central America	0.3	—	6.7	7.0
Colombia	17.5	8.0	80.5	63.2
Ecuador	—	—	2.0	3.0
Mexico	43.0	42.0	289.5	276.5
Peru	5.0	2.0	21.0	14.0
Puerto Rico	21.5	27.0	151.8	201.7
U.S. (Spanish language)	17.0	19.5	112.5	125.2
Venezuela	27.0	18.0	163.7	108.5
Cosmopolitan Foreign Editions:				
Australia	56.3	46.8	395.3	366.3
Brazil	51.5	26.4	281.5	222.7
France	64.5	66.7	724.5	959.3
Germany	80.7	59.9	667.5	608.4
Great Britain	109.0	111.0	763.8	757.3
Greece	37.0	36.0	434.4	377.0
Holland	35.0	26.0	448.3	333.0
Italy	31.0	31.3	353.4	343.0
Japan	49.7	29.7	218.3	209.7
Good Housekeeping Foreign Editions:				
Australia	53.2	31.2	228.2	211.3
Great Britain	120.7	102.9	845.2	800.6
Japan	91.9	93.6	409.4	493.7
Geomundo:				
Central America	3.0	6.5	30.5	36.8
Chile	3.0	6.0	33.5	34.3
Colombia	9.0	11.5	56.0	57.0
Ecuador	3.0	5.0	26.0	24.0
Mexico	11.5	9.0	48.5	46.8
Peru	3.0	6.0	32.5	34.3
Puerto Rico	—	—	—	—
Venezuela	—	—	—	—
Hombre De Mundo:				
Central America	4.0	14.0	24.0	42.0
Chile	6.0	11.0	30.0	42.0
Colombia	9.5	24.5	43.5	67.5
Ecuador	4.0	9.0	26.5	32.0
Mexico	12.5	25.5	67.0	86.5
Peru	4.0	16.0	21.0	41.0
Puerto Rico	12.0	25.0	41.0	63.0
Venezuela	34.0	40.0	119.0	121.0
Ideas Para Su Hogar:				
Central America	—	—	—	1.5
Chile	—	—	—	1.0
Colombia	14.0	23.5	90.0	109.0
Ecuador	6.0	3.0	32.0	34.5
Mexico	14.2	8.2	58.0	53.5
Peru	2.5	7.5	15.0	39.5
Puerto Rico	1.0	1.0	10.5	4.5
Venezuela	18.0	14.5	100.0	100.2
International Communications:				
African Business	21.6	22.3	173.4	189.8
The Middle East	13.3	15.6	114.7	136.7
New African	14.9	9.3	108.0	112.8
International Management:				
Africa	24.2	7.0	75.3	77.5
Europe	29.8	19.7	300.0	245.0
Latin America	7.5	8.0	40.2	53.8
Middle East	9.5	7.0	102.2	76.8
Pacific	18.0	13.0	100.0	86.3
Johnston International:				
Alam Attijarat	26.8	28.8	309.6	357.6
Modern Africa (6X)	11.8	20.3	48.6	80.8
Modern Asia (11X)	19.3	21.7	189.3	168.4
Mecanica Popular:				
Argentina	1.0	3.5	16.3	39.2
Central America	6.5	10.8	65.5	90.0
Chile	1.3	5.8	22.5	41.8
Colombia	15.2	14.7	89.5	94.7
Mexico	20.5	18.0	94.8	81.5
Peru	8.5	11.7	77.5	111.7
Puerto Rico	5.8	12.8	65.2	100.2
Venezuela	23.0	21.5	92.8	112.5
Newsweek International A:				
Atlantic (52X)	70.9	67.7	549.1	573.2
Latin America (52X)	30.4	33.9	172.9	169.3
Pacific (52X)	52.4	73.1	399.8	452.7
Progreso (9X)	—	—	55.1	35.7
Reader's Digest:				
Arabic	9.0	6.0	60.5	64.0
Asian	193.5	228.0	1,345.0	1,133.0
Australian	70.0	53.3	380.4	515.3
Belgian-Flemish	36.5	32.0	555.0	588.0
Belgian-French	23.0	16.5	370.5	387.5
British	32.0	34.5	306.9	356.6
Chinese	104.5	78.0	847.5	631.2
Danish	12.0	8.5	213.0	209.5
Dutch	15.3	16.5	287.7	259.3
Finnish	19.5	16.0	308.9	288.5
French	16.8	24.4	320.4	331.5
German	42.3	41.5	444.4	487.7
Iberian	—	13.5	31.0	116.0
Indian-English	65.0	62.0	679.5	548.0
Indiana-Hindi	5.0	5.0	81.5	32.5
Italian	19.0	20.5	249.5	258.0
Japanese	38.2	50.8	312.2	308.6
Korean	21.8	23.0	166.2	178.0
Latin American:	20.5	22.0	121.5	115.0
Argentina	8.0	2.0	32.0	18.0
Brazil	11.0	10.0	56.0	59.5
Central American	19.5	4.5	70.0	75.0
Chile	21.5	42.0	168.5	193.0
Colombia	11.0	9.0	57.0	51.5
Ecuador	47.0	48.9	298.8	316.2
Mexico	12.0	11.0	61.5	58.0
Peru	7.0	8.0	33.0	37.0
Puerto Rico	7.0	9.0	46.5	46.0
U.P.B.	7.5	6.5	61.0	59.5
U.S. Spanish	12.5	14.0	72.0	72.0
Venezuela	57.5	100.5	356.5	571.5
New Zealand	13.5	18.0	134.0	235.6
Norwegian	73.0	90.0	615.0	612.8
South African	11.0	4.5	100.5	82.0
Swedish	15.0	15.0	167.3	189.1
Swiss-French	21.0	21.0	232.4	245.6
Swiss-German	3.2	0.2	15.8	0.2
The Ring en Espanol:	—	—	—	—
Mexico	2.0	8.0	36.7	26.3
Puerto Rico	1.0	—	7.0	7.0
U.S.	81.2	79.3	551.0	590.3
Venezuela	74.8	59.9	628.7	660.1
Time International:	104.1	105.6	1,064.8	1,162.0
Time-Asia	41.7	36.9	271.0	281.2
Time-Atlantic	125.0	128.9	748.2	732.1
Time-Canada	4.5	3.8	40.5	43.2
Time-Latin America	2.3	1.3	17.3	12.3
Time-South Pacific	57.0	64.7	409.5	365.7
Variedades Continental:	19.7	13.7	128.0	115.2
Central America	44.2	75.5	426.7	506.7
Chile	10.7	19.5	75.3	137.7
Colombia	25.5	29.2	226.3	254.5
Mexico	32.8	37.7	252.7	280.7
Peru	52.3	51.2	328.7	273.0
Puerto Rico	142.3	188.3	794.7	1,026.9
U.S.	25.2	27.3	166.8	179.4
Venezuela	3,586.7	3,762.5	27,441.7	28,302.6
Visao (52X)		– 4.7%		– 3.0%
Vision/Latin America (26X) A.				
Total Group				
% change				